IN THE CLAIMS:

 (Previously Presented) A method of delivering a webpage comprising: receiving a hierarchical data set of interests identified by a user; storing the hierarchical data set of interests in a database entry associated with the user:

parsing the stored hierarchical data set;

extracting one or more keyword attribute values from the stored hierarchical data set in response to the parsing and a pre-selected granularity value; applying extracted one or more keyword attribute values to filter content for delivery to

pre-populating a Web content search form page using extracted one or more keyword attribute values:

returning the Web content search form page to the user;

receiving the Web content search form wage from the user, wherein the received Web content search form page includes one or more pre-populated data, one or more additional user-supplied search terms and at lease one Boolean search indicator for determining the combination of search terms for performing a search; and

delivering at least one webpage that is personalized for the user according to the identified interests and the search.

 (Previously Presented) The method of claim 1 wherein the hierarchical data set comprises an XML document.

3 - 5. (Cancelled)

the user:

 (Previously Presented) The method of claim 1 wherein, if no keyword attribute is associated with an interest, using a value attribute of the interest as a default keyword. (Previously Presented) The method of claim 1 wherein the pre-selected granularity value corresponds to a root-to-leaf level in the hierarchical data set of identified interests.

8-20, (Cancelled)

21. (Previously Presented) The method of claim 1, wherein the webpage is a portal page associated with the user and provided by a portal.

22-23. (Cancelled)